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1. INTRODUCTION

Every economy including Indian economy consist Agriculture Sector, Manufacturing Sector and Service Sector. Each of these sectors has its own contribution in growth and development of Indian Economy. From these sectors, Service Sector is the important one. In service sector, tourism, travel and transportation service marketing, financial services, communication and information services, media services, professional and educational services are included. Communication and Information services are shorten in telecommunication and courier services. In telecommunication, Fixed Wire Line Wireless Service, Mobile Service, Internet Service and Video Telecom Services Are Included. Among these services, mobile services are having Cellular Phone services, Personal Hand phone services and Pager service. Cellular Phone Services provide GSMI (Global System for Mobile Telecommunication), CDMA (Code Division Multiple Access), WLP (Wireless Local Loop) and W.CDMA (Wideband CDMA) system.

More and more cell phone service providers are now up-and-coming in the Indian Telecommunication Sector with opening up of the economy. Several international leaders are trying to venture into the Indian Telecommunication Industry. Cell phone services are provided by the government like BSNL (Bharat Sanchar Nigam Limited) and VSNL (Videos Sanchar Nigam Limited) and Private Group like Vodafone, Idea, and Airtel etc. They play an important role in marketing.

Present marketing strategies are dynamic in comparison with the earlier marketing strategies, which attract the profit oriented customers. The new marketing strategies are being more customers oriented and paying much attention towards newer as well as existing customers. This is perhaps due to the cost cutting measure acquired to lure new and existing customers. It is believed that the average business investments six time more to attract new customers than to retain old customers. It is more profitable to retain old customers which helps to recommend and sale the new as well as existing products. Therefore, Customer retention is basically a product of customer loyalty and value which in turn is a function of the level of customer satisfaction or dissatisfaction.

In earlier period, Companies were not responsive about the customers because of less competition in market. But as the time has passed out, the marketing scenario has been changed. Now new products, bundle of package, schemes etc. have been offered to the customers. So the decision has become more complicated for the customers to select the best one. It has also become tricky to select the companies because due to the growing demand for cell phone services. So the question of customer satisfaction is very important and crucial in current scenario.

2. PROBLEM STATEMENT

The problem statement describes the content for the study and it also identifies the general analysis approach. It is the issue that exists in the literature, theory,

or practice that leads to a need for the study and when stated effectively should answer the question: “Why does this research need to be conducted”

Conformed to the competition in today telecommunication marketplace, there have been many marketing strategies for service providers to plan and implement. Day-by-day, competition has been increased more and more in telecommunication market. Cell Phone Service Providers must compete in order to remain profitable. Today, with the increasing recognition of the importance of customer retention and loyalty, companies now understand the importance of service.

The idea is that to understand the needs of customers as well as the changes in their needs over the time would allow Cell Phone Service Providers to become more customer focused and hence remain profitable over the time. It is a big question for Cell Phone Service Providers to have loyal customers. If the companies want loyal customers, the customers must be satisfied. The company should know what customers want from them. Companies must have to provide good services to attract more and more customers.

Keeping in view of the above, the main problem of the study is: Are customers satisfied by the services provided by the cell phone service providers in the selected districts of South Gujarat. On the bases of this problem, the main objective of the study has been framed.

3. REVIEW OF LITERATURE

It has been found from the available literature, that customer satisfaction is affected by service quality. The dimensions of tangible, assurance, responsiveness; empathy, convenience, and network quality have positive and statistically significant relationship with mobile phone users' perceived service quality (Khan Muhammad Asif, 2010).

Mobile network operators' perceived customer care performance had no significant impact on Customer Retention (Gerpott Torsten J. et al., 2001). Continuity cost and interpersonal relationship have an adjustment effect between customer satisfaction and customer retention (Kim Moon-Koo et al., 2002). Call clarity has significant relation with customer satisfaction and consumer retention (Jawaria Fatima Ali1 et al (2010). Customer complaints have significantly negative direct impact on customer loyalty means as the level of customer complaints increases, the level of customer loyalty decreases (Chang Su-Chao, 2006).

The reliability, relational quality and competitiveness of service providers are driving all facets of customer satisfaction more than network quality, market reputation or continence (Ganguli Shirshendu, 2008).

Corporate image was found to have a direct positive impact on customer loyalty; and customer satisfaction was influenced by corporate image, perceived value, and perceived equity (Sun, T.S.C. Xia Han 2010). The insignificance of subscription duration in affecting the loyalty-induced action

indicates that lock-in effects are likely to be concentrated among the "Spuriously Loyalty" customers' who are not willing to churn just of switching costs (Kim Hee-su et al.,(2004). There is a positive relationship between the switching cost and customer perceived service quality, customer satisfaction and customer loyalty (Chandha S.K. et al., 2009).

The switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust (Aydinserkan et al., 2005). Moreover, the customer satisfaction is the best predictor of customer loyalty (Chandha S.K. et al., 2009*)*. Satisfied customers are price tolerance. They stay loyal to their current service provider in the face of price increase. They also develop trust and commitment to the service provider (Balaji Makam, 2009)

The loyalty of some subgroups is positively related to satisfaction significantly (Xia WANG et al., 2007). Perceived usefulness, ease of use and personalization were the three most important service quality aspects that influenced perceived playfulness (Tan Felix B. et al., 2008)

It has come to see that there is a relation between customer satisfaction, customer loyalty/switching as well as recommendation. Product quality, availability, and promotion are also significantly important factors to influence the consumers (Rahman Sabbir et al., 2010).

Customer satisfaction positively affects customer relation and that switching cost affects significantly the level of customer relation **(**Oyeniyi Joseph Omotayoet et al., 2010).

4. OBJECTIVES OF THE STUDY

4.1 MAIN

The main objective of the study is to evaluate customers' satisfaction or dissatisfaction of cell phone companies in the selected districts of south Gujarat.

4.2 SPECIFIC OBJECTIVES

1. To know the most affective factors on service quality, service features, customers' satisfaction, customers' loyalty and recommendation.
2. To know which district's customers are more satisfied?
3. To know which company's customers are more satisfied?
4. To know which factor is most important from service quality and service features.
5. To know which mobile service is widely used by the customers.

5. HYPOTHESIS

To define the main objective of the study, the main hypothesis has been constructed as follows:

H_0: "Customers of south Gujarat are Dissatisfied"

H_1: "Customers of south Gujarat are Satisfied"

6. RESEARCH METHODOLOGY

In this research, positivist research philosophy, exploratory and descriptive research design, qualitative and deductive research approach and cross-sectional time horizon have been taken as a part of research perspective. Primary data has been taken by framing a structured questionnaire in English and Gujarati languages. And at the other end, secondary data has been collected from external sources like Annual report, Articles and Journals. Cell phone subscribers below the age of forty years are the respondents. Fourteen hundred twenty questionnaires have been filled by applying a non-probable sampling as per the researcher's convenience. The data has been tested by using t-test, ANOVA test, Correlation and regression.

7. CHAPTER SCHEME

Chapter one introduces and presents the background of the study, as well as the introduction of Indian telecom sector, problem statement, significant of the study and structure of thesis.

Chapter two deals with the literature review regarding customers' satisfaction in cell phone companies. It will be helpful to the researcher to make a decision regarding the dimensions to measure customers' satisfaction as well as to choose analytical tools to analyze the data.

The third chapter focuses on theoretical framework. It covers theory related to customer, satisfaction, customer satisfaction, customer satisfaction model as

well as its justification etc. It also spotlight on the dimensions which have been taken in to consideration to measure customers' satisfaction. Some brief information regarding Trai and cell phone companies has been also mentioned.

The third chapter is the foundation of the research methodology. In this chapter, the researcher not only takes of research methods but also consider the logic behind the methods which he use in the context of the research study and explain why he applies particular methods or techniques. So, the research results are capable of being evaluated

The fifth chapter spotlights the data analysis and interpretation.

The sixth chapter provides the findings of the study followed by conclusions and suggestions.

8. LIMITATIONS

1. During the study, the data and information furnished by respondents are based on their perception in this field and have to rely on it.
2. Inherent Limitation of secondary data should be taken into consideration.
3. The time factor has always been a constraint in the completion of the study.

9. CONCLUSION

It has been concluded that customers' of South Gujarat area are satisfied by the services of cell phone companies.

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